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Waldenbooks to Open Brentano's In Scribner's Amid Controversy

The 75-year-old Fifth Avenue Scribner's Bookstore in New York City, closed since January, will open its doors again in October as the newest branch of Brentano's. Waldenbooks, Brentano's parent company, is reported to have signed a six-year lease for $1.2 million a year with the Benetton family of Italy, owners of the landmark building.

However, a competing group expressed surprise and outrage at the deal, charging they had received verbal assurances on a deal from Benetton and that their representatives, summoned to seal the agreement, had arrived in Italy to find their proposal rejected. The group, consisting of Waterstone's, the British bookselling chain, the 42nd Street Development Corporation, a nonprofit urban preservationist firm, and the J. M. Kaplan Fund, a foundation that often donates to urban preservation projects, had hoped to bring an "old-fashioned bookstore" to the landmark Fifth Avenue site at 48th Street in Manhattan. Since the store closed in January Benetton has been negotiating with the Waterstone's group, Waldenbooks and B. Dalton.

Frederic S. Papert, president of the 42nd Street Development Corporation, said, "We were astonished to hear about the signing. During the negotiations it was plain that we would at least be able to match any other offer. We had found a good guy in Waterstone. If you've ever seen their stores in London you know they have everything you could want in a bookstore. Waterstone's was looking for a flagship location and we planned a complete restoration of the interior."

Papert told *PW* that along with Roland Algrant of William Morrow, and Joan Davidson of the Kaplan Fund, he approached Waterstone's, which was interested in opening its first American store. The two preservationist groups had offered Benetton a variety of proposals for the space before settling on Waterstone's. In addition to monies for restoration provided by the Kaplan Fund, which has been involved in start-ups of several specialized bookstores in New York City, Waterstone's had also committed funds for extensive restoration. "These chains buy the names of these venerable old booksellers," said Papert about the Waldenbooks acquisition of the Brentano's trademark, "to lure people into these dehumanizing fast-food bookstores. We're still hoping that Waterstone's will come to New York and open a first-rate store."

"Among many other things, we brought in prominent architects to do pro bono work on the restoration," said Davidson. "Benetton encouraged us. The fact that they would lead us on after the enormous amount of work and effort we put into organizing this is pretty dirty pool."

But Patrizia Spinelli, spokesperson for Benetton, refuted the charges. "There was no written or verbal agreement to allow a matching offer, and it is not true that Waterstone's representatives were informed only after arriving in Italy." The reasons for choosing Brentano's, Spinelli said, were "in keeping with Benetton's tradition of cultural sensitivity. We wanted a bookstore and we wanted a solid business, a strong company that would influence other renters." Spinelli continued, "Waterstone's had just been taken over by W. H. Smith and appeared not as solid. It also would have been Waterstone's first experiment with a store in America. Brentano's is part of a prestigious chain and it will have a very upscale store at the location." Spinelli also said, "Restoration will be done."

Dara Tyson, spokesperson for Waldenbooks, said an account of the new Brentano's in the *New York Times* was "erroneous." Tyson said, "The store is not going to be like every other store. Each Brentano's is tailored to the area it serves. The Scribner's Bookstore is special and the new Brentano's will reflect that. Restoration will be done and has been done. Anything in disrepair will be restored to match its original appearance."

—CALVIN REID □

Book Sales Rise 8.5% to $13 Billion in 1988

Book sales in 1988 totalled $13.2 billion, an increase of 8.5% over 1987, according to estimates by the Association of American Publishers. However, 1987's sales of $12.2 billion marked an increase of 9.2% over 1986.

In the 1988 estimated figures, trade publishing showed the greatest gain—11.9%—and with sales of $3 billion was the largest segment in the industry. Juvenile publishing posted the highest increases: hardcover, 16.7%, and paperback, 23.1%. Adult hardcovers rose 6.1% and adult paperbacks, 17.2%.

In other categories, university press books rose 15.9% and rack-size mass market paperbacks rose 10.2%.

AAP Estimated Industry Sales 1987-88

	Millions of Dollars		
	1987	1988	
	$	$	% chg from 87
Trade (Total)	2712.8	3036.4	11.9
Adult Hardbound	1350.6	1433.0	6.1
Adult Paperbound	727.1	852.2	17.2
Juvenile Hardbound	478.5	558.4	16.7
Juvenile Paperbound	156.6	192.8	23.1
Religious (Total)	638.8	675.9	5.8
Bibles, Testaments, Hymnals & Prayerbooks	177.6	185.9	4.7
Other Religious	461.2	490.0	6.2
Professional (Total)	2207.3	2411.9	9.3
Business	388.8	446.0	14.7
Law	780.0	833.0	6.8
Medical	406.5	445.9	9.7
Technical, Scientific & Other Professional	632.0	687.0	8.7
Book Clubs	678.7	690.2	1.7
Mail Order Publications	657.6	697.7	6.1
Mass Market Paperback Rack-Sized	913.7	1006.9	10.2
University Presses	170.9	198.1	15.9
Elementary & Secondary Text	1695.6	1783.8	5.2
College Text	1549.5	1716.8	10.8
Standardized Tests	104.0	111.4	7.1
Subscription Reference	437.6	473.9	8.3
AV & Other Media (Total)	213.0	207.9	-2.4
Elhi	174.7	166.7	-4.6
College	15.1	15.0	-0.7
Other	23.2	26.2	2.9
Other Sales	210.4	218.2	3.5
Total	12190.3	13229.1	8.5

Where the Money Is

PW's new survey shows that, as you might expect, it can be much better (about six times better) to be a publisher in Chicago than in Idaho

Survey conducted by Mary Connors; Commentary by John F. Baker

Things haven't gotten magically better for publishing people since *PW* published its first annual publishing salary survey last year (Sept. 16, 1988). It's still a profession where, as we put it last year, pay involves "a slow start and a low top." But this year, using a considerably larger sample, and with respondents clearly defined in terms of their geographic distribution across the nation, we got figures from responding publishers that were somewhat higher, at both top and bottom of the scale, than last year's. They are still figures, however, that depend very much on where you work.

Big Cities Are Best

It's no secret that metropolitan publishers—in New York, Boston and Chicago—offer much better pay than their colleagues in smaller communities in the South, the West and Midwest. It's largely a matter of scale: the bigger the publisher, generally speaking, the higher the salaries; and big publishers tend to be located in major communications centers.

Some of these variations are quite remarkable, even so. The example in the headline is certainly an extreme example (publisher in a Mountain state: $34,000; in an East North Central state: $201,500) but it's not uncommon to find people in the same jobs in different parts of the country earning twice (or half) as much as each other.

As might be expected, Middle Atlantic (which includes New York, New Jersey and Pennsylvania) is the region most frequently cited for highest salary levels, joined occasionally by East North Central, which embraces Ohio, Indiana, Illinois, Michigan and Wisconsin. Lowest pay is experienced by people in the Mountain states (Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah and Nevada) and West South Central (Arkansas, Louisiana, Oklahoma and Texas). These figures may, however, be skewed somewhat by the proportions of responses from the different areas: 29% were from Middle Atlantic states, only 5% from Mountain and West South Central. Still, there is no doubt that major regional pay differentials exist across the board.

Kinds of Publishing

What kinds of publishers are these? Not, to judge by the responses, predominantly general trade publishers. The kind of titles mentioned most often by respondents were trade paperbacks (24.3%; subjects unspecified) and educational and textbooks (20.2%). Hardcover nonfiction (17.4%) and business and professional books (16.3%) were also frequently cited; then there was a major drop to reference and children's (both between 7% and 8%). Only 5.1% were involved in mass market paperbacks, and only 3.9% in hardcover fiction.

As in last year's survey, the size of responding publishers ran the gamut, from those with annual gross sales of less than $250,000 (9%) to those with sales of $100 million or more (4.5%). The majority of respondents fell between $1 million and $25 million, and the average for all of them was $13.7 million. In terms of employees, nearly 29% of respondents had fewer than 10 full-time people, and nearly 4% had 1000 or more; but over 70% had fewer than 50 employees.

The Impact of Experience

The new survey indicated that people in most of the positions reported had achieved them after fewer years of job experience than was the case in last year's report. Company owner or president had 16 years on average, compared to over 21 years last year; publishers had about 13 years compared to over 18 last year; and production directors had eight years compared to 17 years (though in this case a change of title was involved, from v-p production in

(Continued on page 21)

JOBS, PAY, EXPERIENCE

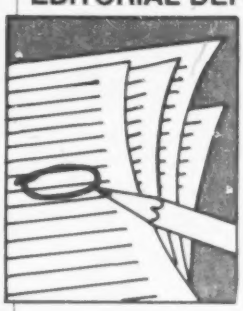
CORPORATE

	Average Base Pay	Lowest Paying Region	Highest Paying Region	Average Yrs. Exp.
Owner/President	$105,900	$65,200 (WSC)*	$164,000 (ENC)	16
Chief Financial Officer	62,600	25,700 (M)	90,600 (ENC)	8
Executive/Senior VP	91,900	31,300 (M)	246,300 (ENC)	12

PUBLISHING DEPARTMENT

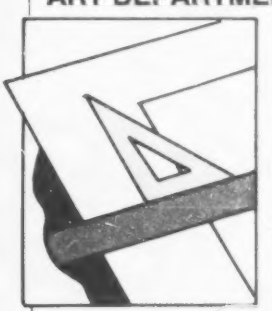
Publisher	$ 99,400	$ 34,000 (M)	$201,500 (NC)	13

EDITORIAL DEPARTMENT



Editor-in-Chief	$ 53,700	$ 28,300 (M)	$ 61,000 (MA)	12
Executive/Managing Ed.	39,200	24,000 (M)	48,900 (MA)	9
Editor	33,000	23,400 (M)	39,300 (MA)	7
Copy Editor	22,700	18,200 (M)	25,000 (MA)	6
Secretary/Assistant	18,300	15,600 (ENC)	19,500 (MA, P)	3

ART DEPARTMENT



Director	$ 34,200	$ 21,400 (ME)	$ 54,100 (MA)	8
Manager	28,500	18,600 (NE)	35,000 (ESC)	8
Secretary/Assistant	17,600	15,000 (M, NE)	18,400 (MA, P)	3

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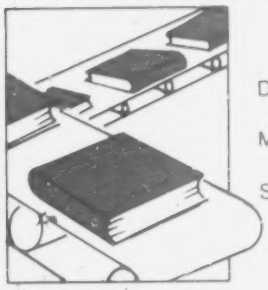
PRODUCTION DEPARTMENT



	Average Base Pay	Lowest Paying Region	Highest Paying Region	Average Yrs. Exp.
Director	$ 42,300	$ 27,500 (WSC)	$ 61,600 (WNC)	8
Manager	31,900	22,300 (WSC)	36,100 (MA)	9
Secretary Assistant	18,100	14,500 (M)	19,700 (MA)	5

MARKETING DEPARTMENT

Vice President	$ 70,900	$ 23,000 (M)	$ 93,200 (MA)	11
Director	42,800	33,100 (ENC)	53,600 (MA)	10
Manager	32,400	21,200 (M)	39,300 (NE)	6
Secretary Assistant	17,900	14,500 (M)	21,500 (ESC)	5

SALES DEPARTMENT

Vice President	$ 69,400	$ 32,000 (WSC)	$ 82,200 (MA)	11
Director	49,800	36,800 (SA)	71,300 (MA)	10
Manager	40,900	18,100 (M)	65,500 (MA)	8
Sales Rep	34,500	15,900 (M)	54,700 (MA)	5

ADVERTISING/PUBLICITY DEPARTMENT

Manager	$ 30,500	$ 20,100 (WSC)	$ 35,300 (P)	5
Secretary Assistant	20,300	14,000 (NE)	22,500 (MA)	2

LEGEND

NE is New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

MA is Middle Atlantic: New York, New Jersey, Pennsylvania

ENC is East North Central: Ohio, Indiana, Illinois, Michigan, Wisconsin

WNC is West North Central: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

ESC is East South Central: Kentucky, Tennessee, Alabama, Mississippi

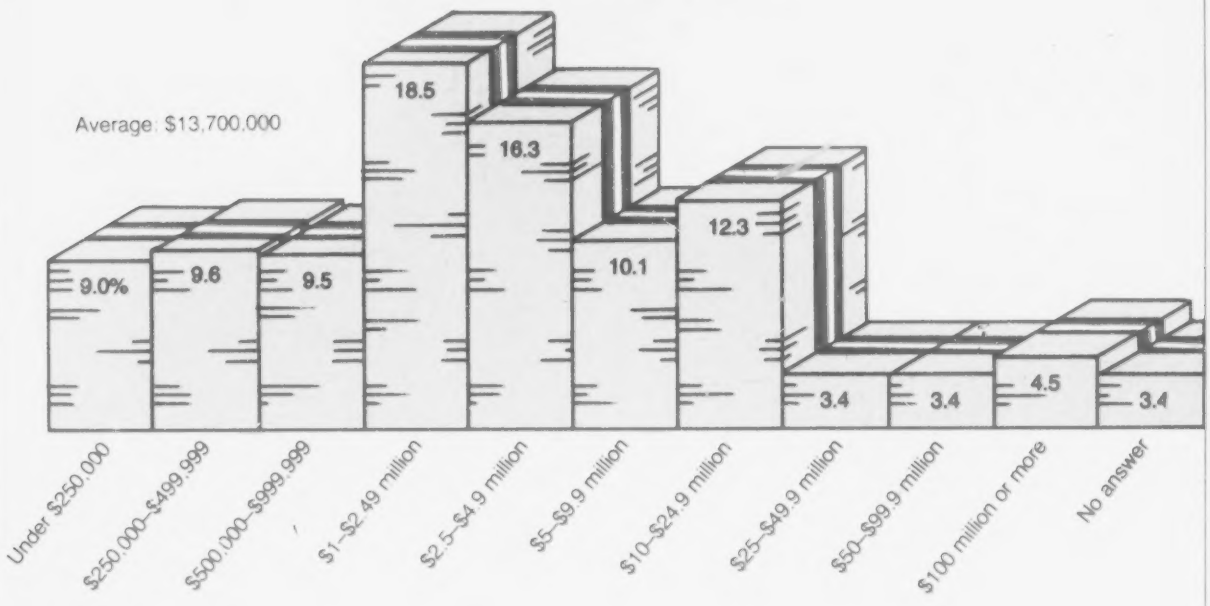
WSC is West South Central: Arkansas, Louisiana, Oklahoma, Texas

SA is South Atlantic: Delaware, Maryland, Washington, D.C., Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida

M is Mountain: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

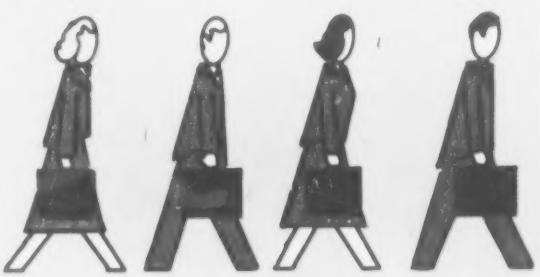
P is Pacific: Alaska, Washington, Oregon, California, Hawaii

SIZE OF COMPANIES



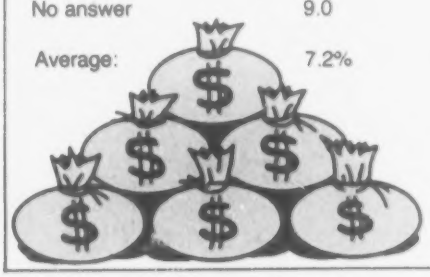
NUMBER OF EMPLOYEES

	1988	Expected 1989
Less than 10	28.7%	25.8%
10–24	26.4	28.1
25–49	15.7	13.5
50–74	7.3	9.6
75–99	4.5	4.5
100–249	7.9	8.4
250–499	1.1	0.6
500–999	3.4	2.8
1,000 or more	3.9	4.5
No answer	1.1	2.2
Average:	182	189



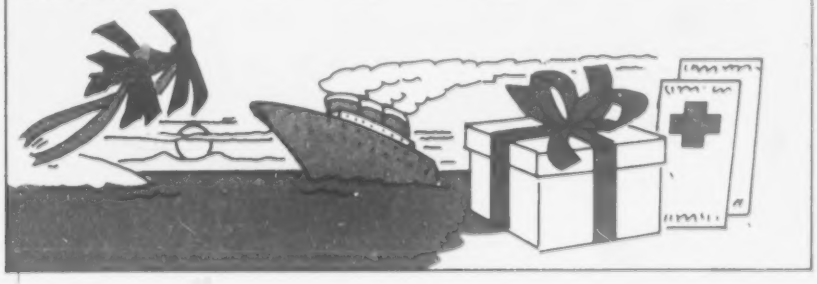
SALARY INCREASES

	1988	Expected 1989
1%	0.6%	—
2%	2.3	—
3%	3.9	2.2%
4%	6.8	5.6
5%	24.7	31.5
6%	15.7	18.0
7%	6.2	6.7
8%	9.0	7.3
9%	1.1	2.2
10%	12.9	11.8
11%–15%	3.9	3.4
16% or more	3.9	1.7
No answer	9.0	9.6
Average:	7.2%	7.2%



BENEFITS AND PERQUISITES AVAILABLE

	Available	Senior Management Only	Management Only	Support Staff Only	Management & Support Staff
Paid vacation	94.4%	3.0%	0.6%	0.6%	86.9%
Medical	93.3	2.4	0.6	—	88.6
Life Insurance	77.0	4.4	2.2	—	84.7
Disability	74.7	6.8	2.3	—	83.4
Dental	69.1	3.3	0.8	—	87.0
Overtime	57.9	—	—	88.3	7.8
Pension	49.4	5.7	1.1	—	83.0
Company car	35.4	74.6	7.9	1.6	12.7
Profit sharing	32.6	15.5	6.9	—	69.0
Investment plan	21.9	7.7	5.1	—	76.9
Stock options	12.4	63.6	9.1	—	22.7
Club membership	11.8	71.4	14.3	—	14.3
First class travel	10.7	73.7	15.8	—	—
Fitness/Health Program	9.6	29.4	5.9	—	58.8
Recreational facilities	8.4	13.2	20.0	—	46.7
Longevity bonus	5.6	—	30.0	10.0	40.0
Signing bonus	5.1	33.4	22.2	11.1	33.3
Stock discount	3.9	42.8	14.3	—	28.6



How the Survey Was Conducted

The survey questionnaire and cover letter was sent out last April by Cahners Research, the research arm of our parent company, to 1000 book publishers selected at random from *PW*'s subscriber base. A follow-up mailing went out in May and the study closed at the beginning of June. A total of 178 respondents—more than last year's 135—returned the forms, for a response rate of 18%—lower than in 1988. Included in the mailing was a job description form to help respondents match jobs in their company to those in the questionnaire. More than 70% of the respondents answered for their entire company, while 26% said they were answering for a division of a company; 26% of the respondents were owners or presidents, 13% were directors, 10% were vice-presidents.

1988 to production director this year).

It's possible that this interesting difference, like several others, is due to the greater number of small publishers involved this year (nearly a third had annual gross revenues of $1 million or under this year, compared to 11.1% last year), with their shorter work histories.

The Prospect of Raises

How about raises? Last year's survey indicated that the average raise given in 1987 was 6.6%, and that companies expected to offer a similar raise in 1988. In fact they did rather better than that: our new report shows that the average increase in 1988 was 7.2% and that, once again, that figure is expected to be repeated in 1989. Raises of 5% were in fact most common last year (24.7% of companies reporting), with 6% (15.7%) and 10% (12.9%) as the other most frequently cited amounts. For what it's worth, projections were for more 5% and 6% raises, and fewer higher ones, in 1989.

Benefits and Perquisites

Perhaps because, as noted, the survey net embraced more small publishers, the benefits reported were at a slightly lower ebb. Paid vacations were offered by 94.4% and medical coverage by 93.3%; 77% got life insurance and 74.7% got disability. Pensions were offered by slightly fewer than half the respondents. All these figures were higher in last year's survey—sometimes, as in the case of pensions, considerably higher.

Summary

As noted, there are no major surprises in this second report—though it does seem to offer a rather more realistic reflection of actual salaries than the first one, as a result of its greater number of responses (see box on "How the Survey Was Conducted"), and the more scientific way in which the respondents have been geographically defined. The strongly marked difference in pay according to location is the news in the 1989 survey—news that may not convince New York or Boston publishing people that they are being adequately paid, but at least sufficient to convince them that they could be doing much worse if they worked elsewhere. □

Titles and Prices, 1988; Final Figures

Output dipped, prices rose.

BY CHANDLER B. GRANNIS

A slight decline—about 1%—in the book title output of American publishers took place in 1988 compared with 1987, according to information derived from R. R. Bowker Co. databases. The figure contrasts with a sharp increase recorded for 1987 compared with 1986. A falling-off of mass market paperback output (by 22.8%), especially in fiction, is the main reason for the 1988 decline; this was tentatively predicted in our preliminary report (March 10).

Pluses and minuses in other categories more or less canceled each other out, as a look at Table 1 will suggest.

Average prices of hardcover books increased over 7.5%, mass market paperback prices went up 13.8%, and trade paperback prices rose 3.2%.

Hardcover and trade paperback figures come from Bowker's *Weekly Record/American Book Publishing Record* (*BPR*) database produced under the direction of Beverly Lamar with cooperation from the Li-

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY	1986 ALL HARD & PAPER	1987 FINAL HARD & TRADE PAPER Books	Editions	Totals	ALL HARD & PAPER	1988 FINAL HARD & TRADE PAPER Books	Editions	Totals	ALL HARD & PAPER
Agriculture	564	548	97	645	652	561	102	663	666
Art	1,697	1,460	226	1,686	1,693	1,384	203	1,587	1,602
Biography	2,152	1,903	292	2,195	2,259	1,898	285	2,183	2,250
Business	1,604	1,088	346	1,434	1,462	1,195	440	1,635	1,647
Education	1,029	906	161	1,067	1,081	940	158	1,098	1,113
Fiction	5,578	3,264	402	3,666	6,298	3,329	279	3,608	5,564
General Works	2,484	2,232	307	2,539	2,626	2,086	335	2,421	2,475
History	2,471	2,310	544	2,854	2,882	2,478	759	3,237	3,260
Home Economics	1,103	930	136	1,066	1,168	838	146	984	1,057
Juveniles	4,516	4,000	278	4,278	4,642	4,410	237	4,647	4,954
Language	668	544	103	647	699	503	113	616	628
Law	1,385	1,149	392	1,541	1,544	965	374	1,339	1,343
Literature	2,145	2,024	293	2,317	2,358	1,954	284	2,238	2,272
Medicine	3,445	3,281	668	3,949	3,995	3,187	675	3,862	3,900
Music	356	283	66	349	352	273	55	328	329
Philosophy, Psychology	1,669	1,424	282	1,706	1,845	1,582	278	1,860	1,955
Poetry, Drama	1,278	1,141	80	1,221	1,236	1,127	97	1,224	1,270
Religion	2,788	2,474	360	2,834	2,850	2,401	328	2,729	2,746
Science	3,360	3,046	607	3,653	3,658	3,091	643	3,734	3,743
Sociology, Economics	7,912	6,987	1,049	8,036	8,115	7,158	1,026	8,184	8,247
Sports, Recreation	1,192	901	184	1,085	1,263	837	130	967	1,099
Technology	2,698	2,259	468	2,727	2,756	2,209	457	2,666	2,694
Travel	543	484	132	616	629	487	165	652	669
Total	52,637	44,638	7,473	52,111	56,027	44,893	7,569	52,462	55,483

NOTE: Figures for mass market paperbound book production are based on entries in *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1986 TOTALS	1987 FINAL NEW BOOKS	NEW ED'NS	TOTALS	1988 FINAL NEW BOOKS	NEW ED'NS	TOTALS
Fiction	431	295	87	382	345	136	481
Nonfiction	15,502	13,463	2,855	16,318	13,658	2,952	16,610
Total	15,933	13,758	2,942	16,700	14,003	3,088	17,091

brary of Congress. The LC does not report mass market listings, so the mass market figures were drawn from the year's listings in the Bowker *Paperbound Books in Print* indexes (*PBIP*). Table 1, reflecting all books of all kinds, brings these two sources together.

Table 2 summarizes trade paperback output. Here, fiction titles were up 26%, but the total increased only 2.3%.

Table 3, mass market, shows an overall decline of 22.8%—art and poetry going up, all other groups down.

Table 4 shows a 4.8% increase in titles that can be identified as imported editions.

Translations, Table 5, are also not fully identified, but the figures are comparable from year to year; they increased 5.5% in 1988.

Table A, all hardcover per-volume prices, shows a 1988 rise of 7.5%; Table A-1, hardcover volumes priced under $81, rose 7.8%.

Table B indicates that mass market paperback prices were up 10.8% in the predominant category, fiction.

Table C shows trade paperback prices up 3.2% overall, but trade paperback fiction prices rose 8.7%.

Table D, made from a hand count of books advertised in *PW* fall announcement issues, shows median prices unchanged in novels, down in biography, up in history; averages were higher in the history area.

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers as follows:

Agriculture, 630–639, 712–719; Art, 700–711, 720–779; Biography, 920–929, B; Business, 650–659; Education, 370–379; Fiction; General Works, 000–099; History, 900–909, 930–999; Home Economics, 640–649; Juveniles; Language, 400–499; Law, 340–349; Literature 800–810, 813–820, 823–899; Medicine, 610–619; Music, 780–789; Philosophy, Psychology, 100–199; Poetry, Drama, 811, 812, 821, 822; Religion, 200–299; Science, 500–599; Sociology, Economics, 300–339, 350–369, 380–399; Sports, Recreation, 790–799; Technology, 600–609, 620–629, 660–699; Travel, 910–919.

TABLE 3

MASS MARKET PAPERBACKS

CATEGORY	1986 FIN.	1987 FIN.	1988 FIN.
Agriculture	6	7	3
Art	3	7	15
Biography	76	64	67
Business	31	28	12
Education	20	14	15
Fiction	2,424	2,632	1,956
General Works	61	81	54
History	33	28	23
Home Econ.	97	102	73
Juveniles	461	364	307
Language	17	22	12
Law	4	3	4
Literature	35	41	34
Medicine	43	46	38
Music	10	3	1
Philosophy, Psychology	82	139	95
Poetry, Drama	27	15	46
Religion	25	16	17
Science	14	5	9
Sociology, Economics	55	79	63
Sports, Recreation	160	178	132
Technology	36	29	28
Travel	10	13	17
Total	3,730	3,916	3,021

TABLE 4

IMPORTED TITLES

HARD & TRADE PAPER ONLY

CATEGORY	1986 TOTALS	1987 FINAL BOOKS	1987 FINAL ED'NS	1987 FINAL TOTALS	1988 FINAL BOOKS	1988 FINAL ED'NS	1988 FINAL TOTALS
Agriculture	124	116	19	135	105	24	129
Art	168	117	11	128	135	19	154
Biography	188	152	21	173	176	14	190
Business	159	128	26	154	158	36	194
Education	220	263	13	276	222	17	239
Fiction	247	219	72	291	224	63	287
General Works	346	348	34	382	341	31	372
History	384	411	71	482	442	62	509
Home Econ.	42	32	7	39	34	2	36
Juveniles	112	104	5	109	99	5	104
Language	334	180	21	201	185	21	206
Law	190	179	46	225	158	33	191
Literature	261	277	18	295	309	27	330
Medicine	665	693	64	757	708	71	779
Music	60	59	7	66	62	5	74
Philosophy, Psychology	263	306	25	331	355	20	275
Poetry, Drama	216	168	12	180	186	41	224
Religion	141	139	24	163	146	17	162
Science	1,214	1,154	148	1,302	1,245	151	1,396
Sociology, Economics	1,635	1,617	119	1,736	1,695	130	1,825
Sports, Recreation	110	86	11	97	86	11	97
Technology	618	586	65	651	616	81	897
Travel	46	45	11	56	45	7	52
Total	7,749	7,379	850	8,229	7,738	888	8,626

TABLE 5

TRANSLATIONS INTO ENGLISH

HARD & TRADE PAPER ONLY

	ARABIC	CHINESE	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTALS
1984 Final	16	27	27	38	10	355	425	28	97	64	42	4	181	97	21	10	N/A	1,466
1985 Final	8	27	17	40	5	416	369	29	92	59	30	13	182	86	28	15	N/A	1,412
1986 Final	29	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,791
1987 Final	33	39	24	45	3	580	486	45	115	65	38	16	245	130	36	9	N/A	1,908
1988 Final	27	34	23	49	5	570	501	45	129	95	43	12	256	162	47	14	N/A	2,012

NOTE: "Total" covers only the languages listed here.

Titles and Prices, 1988;

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES

CATEGORY	1977	1986		1987		1988 FINAL		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$16.24	391	$39.26	423	$46.24	438	$21,620.61	$49.36
Art	21.24	996	35.41	1,004	37.71	958	38,283.99	39.96
Biography	15.34	1,446	22.96	1,542	25.04	1,538	39,978.55	25.99
Business	18.00	1,115	30.72	1,032	33.31	1,120	42,011.16	37.51
Education	12.95	559	26.11	669	31.58	620	20,803.13	33.55
Fiction	10.09	2,212	16.84	2,499	18.19	2,258	39,817.23	17.63
General Works	30.99	1,511	38.97	1,623	43.81	1,448	72,902.30	50.35
History	17.12	1,598	28.44	1,954	31.74	1,992	66,604.74	33.44
Home Economics	11.16	532	18.97	558	20.13	474	10,134.94	21.38
Juveniles	6.65	3,066	10.64	3,162	11.48	3,603	42,464.22	11.79
Language	14.96	351	32.80	361	37.80	339	13,702.08	40.42
Law	25.04	958	49.20	1,097	49.65	957	48,660.80	50.85
Literature	15.78	1,359	25.73	1,537	28.70	1,465	45,199.40	30.85
Medicine	24.00	2,643	49.99	3,065	57.68	2,914	194,054.91	66.59
Music	20.13	222	32.59	224	35.82	217	8,017.83	36.95
Philosophy, Psychology	14.43	991	29.65	1,090	33.32	1,120	38,923.00	34.75
Poetry, Drama	13.63	617	25.11	699	28.46	649	18,182.10	28.02
Religion	12.26	1,171	21.60	1,226	24.51	1,163	31,086.28	31.10
Science	24.88	2,559	55.65	2,815	62.16	2,904	194,299.45	66.91
Sociology, Economics	29.88	5,043	30.34	5,393	34.38	5,430	202,252.54	37.25
Sports, Recreation	12.28	573	23.25	586	23.96	518	14,154.60	27.33
Technology	23.61	1,904	55.00	1,988	60.24	1,992	129,992.54	65.26
Travel	18.44	218	24.32	227	28.07	215	5,637.06	26.22
Total	$19.22	32,035	$32.43	34,774	$36.28	34,332	$1,338,783.26	$39.00

TABLE A 1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1985	1986		1987		1988 FINAL		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$29.99	356	$31.89	363	$32.44	351	$ 11,382.24	$32.43
Art	30.05	961	31.63	959	33.07	905	30,632.49	33.85
Biography	20.81	1,431	21.66	1,514	22.75	1,510	35,952.10	23.81
Business	27.27	1,088	28.44	1,007	30.48	1,072	35,280.66	32.91
Education	24.02	556	25.75	554	29.37	609	19,507.13	32.03
Fiction	15.24	2,197	15.89	2,470	17.02	2,215	39,467.23	17.82
General Works	29.05	1,441	31.86	1,518	34.22	1,305	47,981.50	36.77
History	25.41	1,578	27.04	1,906	29.58	1,947	59,794.34	30.71
Home Economics	17.11	528	18.41	554	19.23	472	9,938.74	21.06
Juveniles	9.95	3,062	10.47	3,157	11.29	3,601	42,290.57	11.84
Language	27.61	340	30.24	345	33.26	322	11,288.23	35.06
Law	35.87	863	37.28	953	37.40	810	30,549.55	37.78
Literature	23.46	1,346	24.63	1,515	28.97	1,442	42,659.90	29.58
Medicine	36.29	2,235	37.34	2,405	38.33	2,052	102,158.98	49.79
Music	27.72	217	26.30	216	31.92	211	7,498.88	35.54
Philosophy, Psychology	27.34	980	28.48	1,062	31.48	1,081	35,438.90	32.78
Poetry, Drama	20.90	610	22.82	679	24.99	634	17,222.10	27.10
Religion	18.88	1,162	20.08	1,210	23.09	1,153	30,093.93	26.10
Science	40.06	2,122	40.96	2,186	43.02	2,066	107,148.80	51.86
Sociology, Economics	27.91	4,978	28.89	5,266	31.65	5,249	183,644.33	34.99
Sports, Recreation	21.36	571	21.77	582	23.32	515	14,454.60	27.45
Technology	38.60	1,630	39.88	1,622	41.68	1,500	80,168,37	53.45
Travel	22.07	216	23.74	221	24.45	213	5,297.06	24.87
Total	$26.57	30,468	$27.15	32,364	$28.96	31,235	$999,550.13	$31.23

TABLE B

MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1986	1987		1988 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$ 6.04	6	$ 3.56	3	$ 12.95	$ 4.32
Art	9.80	7	12.38	15	155.25	10.35
Biography	5.15	62	5.10	67	145.35	6.20
Business	7.73	28	6.39	11	83.05	7.55
Education	7.28	14	5.99	15	107.80	7.19
Fiction	3.46	2,571	3.59	1,956	7,811.96	3.97
General Works	5.07	80	5.40	54	373.70	6.92
History	5.17	28	4.90	19	124.70	6.56
Home Economics	6.23	99	6.69	73	457.85	6.27
Juveniles	2.71	363	2.80	197	945.55	3.18
Language	5.28	22	4.94	11	66.10	6.01
Law	3.98	3	3.98	4	18.35	4.59
Literature	4.92	40	4.50	31	168.55	5.44
Medicine	7.18	46	6.28	34	228.40	6.72
Music	4.21	3	7.45	1	2.95	2.95
Philosophy, Psychology	5.07	137	4.96	89	543.70	6.11
Poetry, Drama	5.76	13	5.05	46	151.50	3.29
Religion	3.84	16	3.71	17	80.90	4.76
Science	5.91	5	4.55	9	49.10	5.46
Sociology, Economics	5.32	78	5.63	63	366.50	5.82
Sports, Recreation	4.09	175	4.97	126	739.65	5.87
Technology	12.08	29	11.52	26	472.25	18.16
Travel	5.02	13	7.15	17	186.15	10.95
Total	$3.86	3,838	$4.00	2,984	$13,562,26	$4.55

TABLE C

TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1977	1986		1987		1988 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$ 5.01	149	$13.22	190	$14.21	194	$ 3,325.78	$17.14
Art	6.27	641	15.46	640	15.21	602	9,418.73	15.65
Biography	4.91	591	11.32	608	10.18	609	6,769.38	11.12
Business	7.09	421	18.56	376	17.53	470	9,130.03	19.36
Education	5.72	412	14.01	376	18.29	451	7,055.31	15.64
Fiction	4.20	897	8.64	1,124	9.26	1,338	13,473.41	10.07
General Works	6.18	828	28.44	871	21.57	904	21,561.11	23.85
History	5.81	766	14.55	843	13.51	891	12,366.31	13.88
Home Economics	4.77	450	9.96	491	10.26	493	5,725.30	11.61
Juveniles	2.68	906	5.71	1,024	11.66	959	5,877.84	6.13
Language	7.79	287	14.31	270	14.15	246	3,813.99	15.50
Law	10.66	364	17.46	384	22.02	348	8,606.31	24.73
Literature	5.18	712	13.19	730	12.53	712	9,488.64	13.33
Medicine	7.63	692	19.34	838	17.74	882	17,410.36	24.45
Music	6.36	117	13.67	117	13.29	104	1,512.30	14.54
Philosophy, Psychology	5.57	564	13.36	588	12.96	688	9,441.61	13.72
Poetry, Drama	4.71	596	10.02	500	9.33	551	5,709.10	10.36
Religion	3.68	1,525	9.26	1,576	9.24	1,527	15,255.69	15.27
Science	8.81	707	23.27	762	22.04	736	17,490.22	23.76
Sociology, Economics	6.03	2,597	16.76	2,490	15.79	2,545	42,477.32	16.69
Sports, Recreation	4.87	430	11.49	476	11.51	437	5,357.72	12.26
Technology	7.97	682	25.55	688	25.69	684	14,933.69	23.93
Travel	5.21	299	10.91	377	10.99	429	5,031.70	11.73
Total	$5.93	15,633	$14.86	16,339	$14.55	16,740	$251,201.85	$15.01

TABLE D

THREE CLOTH CATEGORIES—*PW* ANNOUNCEMENT FALL ADS

NOVELS*	AVG.	MED.	BIOGRAPHY**	AVG.	MED.	HISTORY***	AVG.	MED.
1989—187 vols./20 pubs.	$15.88	$18.95	1989—133 vols./61 pubs.	$22.64	$19.95	1989—151 vols./71 pubs.	$28.92	$22.50
1988—209 vols./39 pubs.	$18.48	$18.95	1988—132 vols./55 pubs.	$25.29	$22.50	1988—154 vols./68 pubs.	$27.17	$24.95
1987—198 vols./42 pubs.	$17.90	$16.95	1987—115 vols./64 pubs.	$25.30	$19.95	1987—182 vols./66 pubs.	$27.06	$24.95
1986—305 vols./53 pubs.	$17.13	$16.95	1986—125 vols./53 pubs.	$22.28	$19.95	1986— 73 vols./24 pubs.	$28.99	$24.95
1985—219 vols./49 pubs.	$16.53	$16.95	1985—137 vols./60 pubs.	$22.09	$19.50	1985—179 vols./70 pubs.	$24.25	$25.00
1984—172 vols./42 pubs.	$16.46	$15.95	1984—134 vols./60 pubs.	$21.75	$18.95	1984—149 vols./79 pubs.	$24.77	$22.50
1983—214 vols./42 pubs.	$15.27	$14.95	1983—150 vols./62 pubs.	$20.74	$18.50	1983—172 vols./51 pubs.	$21.90	$20.00

*Not Mystery, Western, SF, Light Romances **Includes Letters, Diaries, Memoirs ***Not Art Books